

## **RFP FOR ASSOCIATION MANAGEMENT SERVICES**

The Ohio Cable Telecommunications Association (OCTA) is seeking an individual or organization to provide the management services necessary to fulfil its mission. Whether an individual or organization, we will require demonstrated success in association management as well as the specific skills, experience and in the case of an organization, resources necessary to guide and manage the association activities as defined below and in its strategic plan.

### **HISTORY OF ASSOCIATION**

In 1966 a group of cable pioneers formed the OCTA to help represent them before the Ohio General Assembly. Over the past four decades, the OCTA has built a strong record of success in the legislative and regulatory arenas.

### **MISSION, VISION, ACTIONS**

#### Who We Are

Our industry is at the forefront of telecommunications technology that delivers advanced video, broadband and telephony services to our customers. Our members include some of the largest and smallest cable television, broadband and telecommunications service providers in the State. Our position as a leader in innovation brings with it numerous issues warranting our attention and concern. Through the work of the OCTA and the support of our members we have been able to safeguard our member's interests through the legislative and regulatory processes.

#### Mission Statement

The Ohio Cable Telecommunications Association represents the cable television and telecommunications industry in the Ohio General Assembly and the Public Utilities Commission of Ohio on issues of importance to our current and future businesses and works to foster a positive image of the cable industry in Ohio.

#### What We Do

- Manage and advocate on state legislative and regulatory issues relating to the telecommunications industry by monitoring, analyzing and implementing strategies to achieve objectives.
- Support federal legislative and regulatory objectives in cooperation with the National Cable and Telecommunications Association.
- Maintain an effective PAC fund for statewide candidates and develop a state key contact program to foster relationships between member personnel and state officials.

- Create and maintain pertinent and useful information about Ohio's telecommunications industry.

## TYPES OF MEMBERS

Members include companies operating cable systems in Ohio (System Members) and cable network companies providing programming to System Members (Associate Members).

## DESCRIPTION OF LEADERSHIP STRUCTURE

The association is governed by a Board consisting of eleven System Members (including four officers) and two Associate Members. Current President is Chris Thomas of Charter Communications.

## DESCRIPTION OF MEETINGS

The OCTA holds one annual meeting each year in Columbus and four Board meetings each year (some in Columbus and some via conference call).

## CURRENT STATUS

The OCTA has been without a full-time executive director since January 2019. There are currently no additional employees. The existing office lease is month-to-month. An Interim Management Agreement with the law firm that represents the Association is in place during this transition period.

## SCOPE OF SERVICES

OCTA is seeking a full-service proposal which includes, but should not necessarily be limited to the specific activities below. The primary focus should be on executing those strategies and tactics as needed to achieve the goals of the association. As in any effective management relationship, the key to success lies in the flexibility and depth available to adapt to changing needs and circumstances.

- Daily management of the Association
- Coordinate four Association Board meetings each year, and others as needed or as called pursuant to the Association's bylaws, including preparing all materials needed for each meeting.
- Plan and execute annual meeting as directed by the board.

- Represent the Association before the Ohio General Assembly and the Public Utilities Commission of Ohio. This does not include legal services.
- Supervise the Association's government affairs program, including working with the Association's Board of Directors in developing strategy and legislative goals; supervise the Association's contract lobbyists/lawyers in advocating for the Association's legislative goals as set by the Association's Board of Directors; work with public relations/communications firms as directed by the Association's Board of Directors to accomplish legislative goals.
- Preparation and filing, on behalf of the Association all required forms of the Joint Legislative Ethics Committee (JLEC).
- Supervise the Association's outside legal counsel in advocating for the Association's legal and regulatory goals as set by the Association's Board of Directors.
- Supervise and manage the Association's Political Action Committee and Political Action Trust (Ohio Cable PAC/PAT), including raising and distributing funds as directed by the Association's PAC Board, and assure that all mandated reports are filed. Work with the Ohio Secretary of State's office on resolving any audit issues.
- Supervise and coordinate the Association's accountants in the preparation of monthly financial reports and bank reconciliations, IRS Form 990, annual audit and an accounting review every two years. Coordinate the preparation of required government filings, including but not limited to all IRS Forms.
- Prepare an annual Association budget to be approved by the Association's Board of Directors, and manage the implementation of the approved budget.
- Prepare monthly reports on Association activities to the Association's Board of Directors, and otherwise communicate timely with the Board.
- Organize the taping of new member and holiday PSAs for legislators, and oversee the production, as budgeted for by the Association.
- Annually represent the OCTA at up to two events sponsored by the NCTA -The Internet and Television Association.
- Other duties as determined necessary and appropriate by Board.
- Initial term shall be for twelve months. It is anticipated that there will be a performance review at the six month point and again in the eleventh month; ideally followed by a one year contract extension.

NOTE: Because this business relationship is that of independent contractor, there is no entitlement to benefits such as health insurance, life insurance, retirement, or unemployment insurance. No payroll deductions such as taxes or FICA will be made.

## INFORMATION REQUESTED OF THE APPLICANT/ASSOCIATION MANAGEMENT COMPANY

### Individual Applicant

- A cover letter indicating expression of interest and offering suggestions regarding how you would help position the OCTA to succeed
- Resume
- An indication of your ability to provide support for each aspect of the Scope of Services section above. Also indicate services that you typically outsource
- An explanation of your experience in related industries or areas of concern
- A clear explanation of how you charge for your services.
- A specific transition schedule
- Costs for the transition activities
- Fee for on-going management
- References from a representative client list
- Past and present client list to assure no conflicts of interest

### Association Management Company

- A cover letter indicating expression of interest and offering suggestions regarding how your company would help position the OCTA to succeed
- A description of how your association management company is organized to serve its clients
- An indication of your company's ability to provide support for each aspect of the Scope of Services section above. Also indicate services that you typically outsource
- An explanation of company's experience in related industries or areas of concern.
- A clear explanation of how your firm charges for its services.
- The qualifications and responsibilities of the account executive who will serve our association
- A description of how your association management company will meet the immediate challenges and fulfill the future goals of our association (again context – how will they know what our future goals are going to entail?)
- A specific transition schedule
- Costs for the transition activities
- Fee for on-going management

- References from a representative client list
- Past and present client list to assure no conflicts of interest

## PROCESS TIMELINE

The following timeline will apply to this process:

Final receipt of all resumes and proposals.....	June 30, 2019
Initial screening of proposals by search committee.....	July 1-July 8, 2019
Due diligence by various members of the search committee on proposals taken to the next level.....	July 9-July 15, 2019
Presentation of one or more proposals to the Board.....	July 16-July 19, 2019
Selection and negotiation of contract details.....	July 22 -July 26, 2019
Transition process.....	July 26 – August 9, 2019
Formal Start Date.....	Aug 12 or Sept 1, 2019

If the timeline changes, the Search Committee will keep you apprised.

## CONTACT INFORMATION

For questions regarding the RFP, please contact:

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